



## New Polo | Media / Launch

New Polo





# New Polo Image Portfolio



Polo 66 TDI\_1



Polo 66 TDI\_2



Polo 66 TDI\_3



Polo 66 TDI\_4



Polo 66 TDI\_5



Polo 66 TDI\_6



Polo 66 TDI\_7



Polo 66 TDI\_8



Polo 66 TDI\_9



Polo 66 TDI\_10



Polo 66 TDI\_11



Polo 66 TDI\_12



Polo 77 TSI\_1



Polo 77 TSI\_2



Polo 77 TSI\_3



Polo 77 TSI\_4



Polo 77 TSI\_5



Polo 77 TSI\_6



Polo 77 TSI\_7



Polo 77 TSI\_8



Polo 77 TSI\_9



Polo 77 TSI\_10



Polo 77 TSI\_11



Polo 77 TSI\_12



Polo 77 TSI\_13



Polo 77 TSI\_14



Polo 77 TSI\_15



Polo Trendline\_1



Polo Trendline\_2



Polo Trendline\_3



Polo Trendline\_4



Polo Trendline\_5

## **The New Polo – Australian Launch, Brisbane, May 2010**

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#### Important:

All the data and descriptions included in this press folder are valid for the programme of models available for sale in Australia. Different details may apply in other countries. This information may be subject to change or correction.

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## **The New Polo –**

Up to 24 percent better fuel economy points the way  
to the future

**Polo brings new dimension of quality to the supermini class**

**Three engines; TSI and Common Rail TDI in the Polo for the first time**

**4.6 litre fuel consumption and 121 g/km CO<sub>2</sub> set new benchmark**

**ESP is standard; significantly improved crash properties**

- At the Geneva Motor Show at the beginning of March 2009, the Polo debuted with a completely new look and technology. After its celebrated world premiere, this latest Volkswagen is now entering the Australian market. Prof. Dr. Martin Winterkorn: “The new Polo fulfills the highest standards of the automotive present and goes a step further. Its extremely efficient drive technologies, best possible active and passive safety systems, a level of quality never before attained in this car class and impressive design all set new benchmarks in the fifth generation of this bestseller that has sold over 10.6 million units.” The Chairman of the Board of Management of the Volkswagen Group continues: “The Polo is clearly the right car at the right time. Here we have created a Volkswagen that takes the unparalleled success of the Golf concept and effectively transfers it to an independent segment – the Polo class.”
- Another key fact: No other car in its class has such a mature and high-end image as the new Polo. Comfort, quality and safety have all taken a considerable leap forward. One example: among other things, the Polo was specifically designed to attain the recently established, stricter and more comprehensive, 5-star EuroNCAP rating. The greater structural rigidity of the Polo’s bodyshell contributes to these results.

In the footwell area alone, intrusion – related to the car body’s resistance to deformation in a frontal crash – was lowered by 50 percent. In the case of a side impact, the intrusion value was reduced by 20 percent.

#### **Standard equipment for safety**

- In addition, the Polo is equipped with standard ESP electronic stabilization program with Hill Start Assist, and it has a highly effective network of airbags on board, including front, front side and side curtain airbags (head airbag system for front and rear passengers), belt tensioners and belt force limiters plus seatbelt warning indicator and head restraints that counteract the risk of whiplash injury (both front seats), three rear head restraints with 3 point seatbelts for all passengers.
- Volkswagen has rearranged the line structure of its equipment lines since the previous model: “Trendline” represents the entry level variant, and “Comfortline” refers to the upgraded equipment level. Convenience features that are already standard features of the Polo Trendline include: electro-hydraulic power steering, power windows in front, remote central locking, luggage compartment lighting and load restraining hooks, warning buzzer headlight-on, height adjustment for driver’s seat and vanity mirrors in the sun visors. Meanwhile, black cloth seat upholstery gives the interior a perceptibly high-end ambiance.

#### **Fuel consumption down**

- Introduction of new TDI and TSI engines, and the 7-speed dual clutch transmission (DSG), has resulted in considerable improvement in fuel economy and reduced emissions over a wide range of engine power outputs. An excellent example here is the new 1.2 TSI. This turbo-charged four-cylinder direct injection petrol engine produces 77 kW, yet it consumes just 5.5 litres of fuel per 100 kilometres (128 g/km CO<sub>2</sub>); this is 24 percent less than on the equivalent model of the previous generation!

#### **Three engines for the Polo**

- In total, 3 different engines will be offered – two petrol and one diesel. The 66TDI and 77TSI engines are being used for the first time in the Polo.

## FACTS SUMMARY

### Equipment lines

- Polo Trendline
- Polo Comfortline

### Engines

- 1.4 with 63 kW
- 1.2 TSI with 77 kW
- 1.6 TDI with 66 kW

### Key changes compared to the previous generation

- New TSI and Common Rail TDI engines
- All engines fulfill the Euro-5 emissions standard
- Up to 24 percent improvement in fuel economy
- Innovative 7-speed DSG appears in the Polo for first time
- First vehicle in its class that fulfills the new, more stringent EuroNCAP 5-Star standard
- Awarded ANCAP 5-Star rating
- ABS is standard
- ESP is standard
- Front, side and curtain airbags are standard
- Audio systems from higher vehicle classes (Golf, Passat)
- Completely new level of quality in its class

### **Dimensions**

- Length: 4,064 mm (+ 148mm compared to prior model)
- Width: 1,682 mm (+ 32mm compared to prior model)
- Height: 1,500 mm (+ 33mm compared to prior model)
- Wheel base: 2,456 mm (+ 2mm compared to prior model)
- Track width: fr. 1,464 mm (+ 46mm compared to prior model)  
rr. 1,456 mm (+ 46mm compared to prior model)

## **The New Polo –**

**Safety reaches the level of the next higher class**

**Polo brings new dimension of quality to the supermini class**

**Three engines; TSI and Common Rail TDI in the Polo for the first time**

Visually speaking, the Polo was developed 1:1 from the principles of the new Volkswagen “Design DNA”. The Scirocco, the first model with this pedigree, was sent to the races in 2008 to take pole position among the world’s best cars. Today, this coupé retains its value more consistently than any other car in Germany. The second wave of the new DNA also debuted in 2009 in the new Golf. Arriving now is the third model based on the new Volkswagen Design DNA – the Polo.

### **Close network of designers, development engineers and production Experts**

A precondition for implementing this design philosophy, which is characterized by the greatest precision and clarity, are progressive and highly innovative development and production methods. Designers, development engineers and production experts at Volkswagen work together in closer interaction than is otherwise usual. Their goal was to produce a level of quality, both technical and visual, that is generally only found in cars several classes higher. This alliance was implemented with great success over the past two years by a leadership team under the direction of Prof. Dr. Martin Winterkorn. On this team, experts such as Prof. Dr. Jochem Heizmann (Member of the Board of Management, Volkswagen Group; Production), Dr. Ulrich Hackenberg (Member of the Board of Management, Volkswagen Brand; Development) and Walter de Silva (Head of Group Design) combine their creative energies to design and produce cars like the new Polo.

## DESIGN AND DIMENSIONS

Thanks to the new design DNA defined by Walter de Silva, the impression that this Polo makes – in contrast to many other cars – is not contrived or ‘cute’; instead it is mature.

### **New Polo shows the new Volkswagen family face**

The Polo, with its distinctive new Volkswagen family face, is instead a purposeful and impressive car, which – measuring just 4,064 millimetres in length (+ 148mm millimetres compared to previous model) and 1,682 millimetres wide (+ 32 millimetres) – offers space for up to five people and a lot of luggage (280 to 952 litres). The car’s generous gain in width combined with an increase in height (+ 33mm to 1,500 millimetres) lends the Polo a more dynamic stance and purposeful appearance. The design itself is defined by sharp, precise lines without stylistic gimmicks that quickly fade in popularity; because in the long run, less is more – and the consistently high resale values of Volkswagens are longstanding proof of this claim.

### **Walter de Silva’s creative touch in a style of “Semplicità”**

This explains why Walter de Silva intentionally declared “La Semplicità” – “the simplicity” – as his credo here. “La Semplicità” in no way means a diminishment of features. The opposite is the case. Walter de Silva: “Elegance and emotionality, sportiness and dynamics, continue to guide design and styling. In pursuit of simplicity and clarity, one must carefully consider how to express the intentions of designers while speaking to those of the observer.”

The starting point for all of these deliberations is the car's reflection on the Volkswagen brand, its history and its values. "Certain distinctive design elements", says de Silva, "have evolved as typical of the brand. Mastery of the architecture and a balance of proportions have formed the foundation, the emphasis on horizontal lines has evolved into a unifying characteristic across models, and a literal love for details has become an essential means of expression." Above all, there is a very high level of quality that can be clearly seen in the unmistakable precision of the car's lines and in the treatment of its surfaces. The new Polo reflects these design principles par excellence.

"The Polo," underscores de Silva, "displays self-assured proportions. As soon as you see the car, you are struck by its dynamic looks, while the design is clean and the overall appearance very purposeful. Reduced radii, tight seams and extremely sharp panel edges in its side profile, engine hood and tailgate underscore the car's logical design concept. Above all, the gain in width leads to a very full, powerful image from every perspective."

#### **Front end**

The Volkswagen family face that has been specially adapted to the Polo with its flat grille and band of headlights that has typified the brand ever since the Scirocco – emphasizes the car's additional width. Moreover, it conveys an image of the car's very low centre of gravity. Harmoniously integrated in this face are the Polo's body-coloured bumpers beneath the black grille.

In a third horizontal line below this, there is another large air inlet that supplies the engine and brakes with ample air. At its sides, this black band incorporates the fog lights (optional on sport package) with static cornering lights. Just a few centimetres above the road, the narrow body-coloured front spoiler catches the eye. This spoiler has been moved forward, and it makes a decisive contribution towards the car's exemplary pedestrian protection credentials.

Volkswagen offers the Polo with two different headlights, depending on selected options: the "Trendline" entry version is fitted with H4 headlights. H7 dual headlights are installed on the "Comfortline". Also integrated in the headlights are the turn signal lights. In terms of styling, external and internal design features of the headlights with their different lighting elements combine with the lines of the radiator grille to form one unit.

#### **Rear end**

The rear of the car is characterized by geometric order and sportiness. The design cue from the headlights, with their line breaking off with an upward turn, is taken up again in the taillights. They also display a very distinctive night look and extend into the Polo's broad shoulder. Supported on these shoulders – in the area of the car's lateral "character line" that can be seen from every perspective – is the roof section. Meanwhile, the tailgate extends right down to the bumper. Just as on the Golf, the Polo's tailgate is opened with the Volkswagen logo, which swivels up and functions as a handle. Standard equipment: a roof edge spoiler integrated in the tailgate.

The car's image is also exceptionally powerful from the rear. From this angle, one can clearly see how designers exploited the increased track width (+ 46mm millimetres in front and rear) and stretched the outer wheels along a vertical plane right up to the wheel wells as though carved out with a knife. That is also why the Polo can easily accommodate larger wheel-tyre combinations. The range of optional tyre sizes extends all the way to 215/40 R17.

### **Side profile**

The lateral profile line is, among other things, dominated by the distinctively sporty front overhang and extremely short rear overhang, the clearly modelled "character line" and low roof that slopes towards the rear. The prominent shoulder line also gives the vehicle a new lateral structure and emphasizes its generally masculine appearance.

Since the fourth generation, the five-door Polo has also sported what is known as a "three window look". This refers to the third side window integrated in the C pillar. This design feature is especially prominent on the new Polo. In the area of the A and C pillars, the lower window line also takes an upward sweep, a reference to the styling of the headlights and taillights. Also striking are the pronounced side skirts, whose shape offers aerodynamic benefits. The Polo's underbody is optimized for optimal airflow. Also enhancing aerodynamic performance are the redesigned outside mirror housings, whose air resistance has been reduced by 20 percent compared to the previous model.

## QUALITY AND PASSIVE SAFETY

### Top results when it comes to static rigidity

High body quality and passive safety are very “perceptible” aboard a car, especially in the rigidity of the car body. This is quite evident on the new Polo, because the Volkswagen offers an excellent value of static torsional rigidity at 180,000 Nm/°. The reason: a car body’s static rigidity is a key technical property and an important and relevant parameter in evaluating subjective parameters such as safety, quality, and of course driving comfort. The high static rigidity of the new Polo is attained, among other things, by high-strength and very high-strength steels and the right structural design for loading and reinforcement of body nodal points.

This is clearly illustrated at the rear of the Polo: Here too there are very rigid nodal components with envelope-type profile construction, which extend quite far into the contact area of the tailgate hinges.

In addition, adhesive joints are used. This construction method optimizes the approach of using a nodal system for rigidity and produces a homogenous distribution of rigidity in upper body sections. Similar examples of profile-intensive lightweight envelope construction can be found throughout the Polo’s body structure.

### **Crash behaviour**

Among its goals, the Polo was specifically designed to attain the new, stricter and more comprehensive, 5-star NCAP and ANCAP ratings. The higher structural rigidity of the Polo's bodyshell contributes to these results. In the footwell area alone, intrusion – related to the car body's resistance to deformation in a frontal crash – was lowered by 50 percent! In the case of a side impact, the intrusion value was reduced by 20 percent. Specific actions taken to protect occupants in a frontal, side or rear crash:

#### **Frontal crash**

In a frontal crash – such as an offset crash between two vehicles (with half vehicle overlap of both vehicles) that commonly occurs – the very rigid occupant cell creates a survival space for the driver and passenger. In front, an extremely rigid bumper crossmember was specially designed for an offset crash, in that it takes the impact energy and distributes it to the side of the vehicle not directly affected by the impact too. As a result, both side frame members can now absorb the energy together. The side frames were optimized to achieve a deceleration curve in a frontal crash that significantly reduces occupant loads.

Moreover, the lower crossmember in the footwell area is designed as a form strengthened component. First, this has reduced its weight by half, and second, it attains very high strength. As previously noted, this has reduced intrusions in the footwell area by up to 50 percent compared to the previous model. In turn, this reduces biomechanical loads to the feet and lower legs enormously.

The pedals in the Polo offer passive protection; ideally they prevent injuries in a crash by freeing up space for the feet and lower legs. The side body section, designed as a type of ring structure – together with the door framed within it – provides for additional form stability, even in frontal accidents with very little overlap. In what are known as load paths, extremely strong, partially form-strengthened sheet metal reinforcements are used here too – in the A-pillar, the similarly braced door rail extending to the B-pillar, the roof frame and the side sills.

#### **Side impact**

The Polo development team assigned special priority to effective side impact protection, since the crush zone in the area of the doors is of course quite small. When the new Polo collides with an object on its side, the energy is channelled via the special form-strengthened B-pillar and profiled impact beams arranged diagonally in the door. Compared to the previous model, the seat crossmember and side sills were significantly reinforced. In this way, both the speed of the intruding object, or colliding vehicle in the crash as well as the intrusion itself, are reduced by 20 percent in a side impact, as already mentioned.

Very critical, as a rule, are accidents in which the car collides with a tree from the side. This case is simulated in crash tests by a so-called pole impact.

The Polo body offers an extremely high level of safety in this crash type, thanks to a hot-formed and therefore very stable roof frame and rigid side sills. Compared to the previous model, intrusion has also been reduced by 15 percent.

### **Rear impact**

The rear area of the new Polo was reinforced by especially strong side frames. The fuel system is also given a protective enclosure. In tandem with the very stable occupant cell described, the Volkswagen fulfils the highest requirements in a crash involving collision to the rear body section as well.

### **Pedestrian safety**

Along with the focus on protecting occupants on board the Polo, high priority was also given to the safety of other traffic participants. In a relatively compact car like the Polo, partner safety primarily refers to pedestrian safety. Requirements related to pedestrian safety were integrated early in the design phase of development work.

In the front hood area, interior sheet metal was designed to provide maximum deformation space to prevent punching through onto the hard area of the engine block. The hinges of the engine hood were also optimized for pedestrian safety. The fenders have separate deformation elements as well. In addition, the bumpers were of course integrated into this concept to guarantee the best possible protection of pedestrians.

### **Restraint systems**

The new Polo has a highly effective network of airbags as standard equipment, including front, side and curtain airbags, belt tensioners and seatbelt limiters plus seatbelt warning indicator, head restraints that counteract whiplash (both front restraints), three rear head restraints. On the active side, the standard electronic stabilization program (ESP) completes the safety system.

### **The safest Polo of all times**

The sum result of all of these actions is effective. The body provides an exceptionally good foundation for attaining very low crash loading of the people on board, based on the car's optimized crash deceleration, low level of intrusions and the safety cell that is created. The restraint systems individually tuned to the Polo also make a contribution toward reducing injury risk as much as possible. And so this Volkswagen is advancing to become one of the world's safest cars in its class.

## **The New Polo – Perfection in Ergonomics and Quality**

### **Interior brings new level of quality to the light car segment**

#### **New driver-oriented ergonomics in cockpit**

All Volkswagens are known for their intuitive user controls and excellent ergonomic properties – regardless of the proportions of their driver and passengers. These are clearly properties of the new Polo too. The entire interior was redesigned. The surface of the instrument panel is upgraded by so-called slush technology (a high-end surface structure that is soft to the touch).

#### **Driver-oriented ergonomics**

Noteworthy here is the centre console that is now turned more toward the driver for convenience. The controls on this console are laid out as on the previous model, but they have been completely redesigned. At the very top there are two central air vents, which have high-end bezels in aluminium look from the “Comfortline” (“Trendline”: high-gloss black). On the console level below this, Polo drivers will find a familiar row of switches with details like the hazard lights switch, which is readily accessible and visible, and push buttons for the heated rear window. The next level down contains controls for the new radio systems that are all being introduced on the Polo for the first time. Top of the line equipment here is the optional RCD 510 – an AM/FM security coded radio system with 6 1/2” touchscreen display, MP3 functionality (via CD, DVD or SD card).

Finally, the lowermost console level is home to the completely redesigned user controls for the climate control system. A practical feature here is cooling of the glove box. The vehicle service book is stored in a space-saving storage slot at the base of the glove box.

### **White instrument backlighting**

The instruments of the Polo were also redesigned; they now have white backlighting and are styled like those on the Golf. The fuel gauge is digital in the new generation Polo. Like the bezels for the air vents, the rotary light switch – still located on the right – gets a high-end metallic look on the “Comfortline”.

Similar to other new models of the Volkswagen brand, new three-spoke steering wheels were developed for the Polo. The Polo sports a steering wheel that is somewhat more compact than on the Golf. An optional multifunctional leather steering wheel (standard on “Comfortline”) will be offered too. Making a decidedly ergonomic impression are the armrests in the door trim panels (with storage bin for a 1.5 litre bottle) and a front centre armrest (folding with storage compartment, standard on “Comfortline”, optional on “Trendline”).

### **More space at all seating positions**

The driver’s seat, front passenger’s seat and rear bench seat were all redesigned. More space is now offered at all five seating locations in the Polo. In particular, knee room in the rear has grown with an increase in the interior length to 1,674 millimetres (+ 8 millimetres). Shoulder room in front (1,372 millimetres) has also increased by 22 millimetres. Thanks to these new dimensions, the new Polo offers a considerably more spacious interior ambiance.

The Polo also proves to be very versatile: Folding the rear bench seat (with standard 60:40 split) is very simple; the car then offers a level cargo surface with the dual cargo floor in the boot. The dual cargo floor can be mounted at two different heights.

# Engines and Transmissions

## The New Polo –

### TDI 6 percent more fuel efficient, TSI up to 24 percent

Three engines will be offered on the new Polo – two petrol and one diesel. All of them can be paired with the innovative 7-speed dual clutch transmission (DSG) as an option instead of the manual 5-speed or 6-speed transmission. All engines satisfy limits of the new Euro-5 emissions standard.

There is one new four-cylinder petrol engine available on the Polo range. New to the lineup is the 1.2 TSI with 77 kW, which is shifted by a standard 6-speed manual transmission.

Both the 1.2 TSI and 1.6 TDI manual versions are now fitted as standard with a gearshift recommendation in the instrument cluster, as a means of saving fuel.

Also new to the Polo is the common rail turbo-diesel. This high-torque four-cylinder engine produces 66 kW. This Polo consumes just 4.6 litres of diesel per 100 kilometres (4.7 litres of diesel per 100 kilometres on manual version) and emits only 121 g/km CO<sub>2</sub>. A summary of all engines being offered on the Polo:

#### Petrol engines

Engine	kW	l/100 km	g/km CO <sub>2</sub>	Transm.
1.4 *	63	6.1	142	5-speed
1.2 TSI *	77	5.5	128	6-speed

#### Diesel engine

Engine	kW	l/100 km	g/km CO <sub>2</sub>	Transm.
1.6 TDI *	66	4.7	124	5-speed

\* Optional with 7-speed dual clutch transmission

## PETROL ENGINES IN DETAIL

### **1.4 with 63 kW**

The 1.4 engine is equipped with new engine electronics and a new injection system. The four-cylinder aluminium block engine outputs 63kW (at 5,000 rpm). Its maximum torque of 132 Newton-metres is available at 3,800 rpm. For the first time on a Polo, this engine will be available with an optional 7-speed dual clutch transmission.

Besides offering good comfort and dynamic performance, the just 95 kilogram heavy – or rather light – engine is distinguished above all by its excellent economy. The Polo 1.4, when paired with standard 5-speed transmission, consumes 6.1 litres fuel per 100 kilometres on average. This puts its CO<sub>2</sub> value at 142 g/km. With this engine too, it was possible to significantly reduce fuel consumption and emissions compared to the previous model. On average consumption was reduced by 0.4 litres and 11 g/km CO<sub>2</sub>. The three-way catalytic converter of the four-cylinder is equipped with an optimized noble metal coating with the goal of impressively fulfilling Euro-5 emissions limits.

The 1.4-litre engine is available on the “Trendline” version.

### **1.2 TSI with 77 kW**

A new Volkswagen highlight in drive technology is the 1.2 TSI of the Polo. The turbocharged four-cylinder engine follows the downsizing philosophy of the internationally successful 1.4 TSI and 2.0 TSI. This expresses itself as maximum power with minimal fuel consumption.

The latest TSI is characterized by impressive performance. This contrasts with fuel consumption and emissions values: 5.5 litre consumption and 128 g/km CO<sub>2</sub>. Compared to the retired 1.6-litre engine of the previous model, average fuel consumption was lowered by 1.4 litres on the manual and 1.8 litres on the DSG. This corresponds to a reduction in CO<sub>2</sub> emissions of 37 g/km on the manual and 58 g/km on the DSG.

The 1.2 TSI reaches its peak power at 5,000 rpm. The maximum torque of 175 Newton-metres – from 1.2 litres of displacement – is available between 1,500 and 3,500 rpm. The Polo 1.2 TSI is delivered with a standard 6-speed manual transmission. As an option, this engine may also be paired with the 7-speed DSG developed by Volkswagen. This engine is available in the “Comfortline” equipment line.

## DIESEL ENGINE IN DETAIL

### 1.6 TDI with 66 kW

The common rail diesel of the fifth generation Polo is an entirely new development. It outputs 66 kW and comes standard with diesel particulate filter (DPF).

The 1.6-litre four-cylinder, 16-valve engine exhibits ideal acoustic properties, a high level of agility and – a crucial factor here – extremely low fuel consumption and emissions. Of course, the Polo 1.6 TDI fulfills limits of the new Euro-5 emissions standard.

Technically, the 1,598 cm<sup>3</sup> displacement TDI in this segment sets the highest standard on the market.

Using a common rail system, the diesel fuel is sprayed directly into the combustion chamber at a pressure of 1,600 bar. Piezo actuators control multiple injections with highly precise fuel quantities and timing.

In an effort to reduce internal engine friction, crankshaft, valve and oil pump drives were optimized. A square stroke/bore ratio minimizes friction losses at the cylinder liners. Furthermore, flow energy losses were reduced in oil and coolant loops as well as air induction and charge air flows. This results in a TDI engine that offers uncompromisingly low fuel consumption and emissions without lacking in comfort or dynamic performance in the least.

## DSG DUAL CLUTCH TRANSMISSION

### 7-speed DSG

The new Polos are delivered with standard, precise-shifting and well staged 5-speed transmissions. In the case of the 1.2 TSI, a 6-speed transmission is used. The optional 7-speed dual clutch transmission (DSG) on the Polo delivers a new level of efficiency, dynamic response and comfort and is available on all Polo variants.

### Layout and operation of the 7-speed-DSG

The world's first 7-speed DSG for large-scale production has – as its most prominent design characteristics – two dry clutches whose pressure is regulated hydraulically. Engine power is transmitted to the dual clutch via the crankshaft and a dual-mass flywheel. Clutch 1 handles the oddnumbered gears, and clutch 2 the even gears plus reverse gear.

The results of this sophisticated clutch management: when shifting, there are no gaps in propulsive power. Comfort and convenience are excellent, and the driver experiences an incomparably dynamic yet comfortable shifting feeling.

Responsible for this – along with an intelligent mechatronic system (electro-hydraulic transmission control) – are two clutches as well as two drive shafts and three final drive shafts. This networked system makes it possible to continually “lie in wait”, ready to go into action at the next higher driving level. And indeed it is lightning-fast. Example: while the Polo is driven in sixth gear, the seventh gear is already engaged, but is not yet “active”.

As soon as the ideal shifting point has been reached, the clutch responsible for sixth gear automatically opens, while the other one closes and “pre-activates” seventh gear. This produces an overlap between opening and closing of the two clutches, and this leads to the comfortable shifting described above. The entire shifting process is completed within a few hundredths of a second, which is much faster than even the most highly trained professional driver could achieve.

#### **Some exciting numbers on the 7-speed DSG**

- 1.7 litres of oil operate in the 7-speed DSG
- 70 kilograms is the weight of the 7-speed DSG
- 2003 was the year in which the first DSG was internationally introduced (6-speed DSG in the Golf R32)
- 2005 was the year in which the powerful 1001 PS Bugatti Veyron 16.4 was launched with DSG
- 2007 (end of the year) is when the international series production began for the 7-speed DSG (first used in the Golf TSI with 90 kW)
- 2009 is when the 7-speed DSG first appears in the Polo in Europe

## **The New Polo –**

ESP is standard across the range

**Optimized MacPherson front suspension and semi-independent rear suspension**

**Further improvements in directional stability and comfort**

Volkswagen has redesigned many aspects of the Polo's chassis with its MacPherson front suspension and semi-independent rear suspension. For example, its track width was increased by 46 millimetres in front and 46 in the rear (new dimensions: 1,464 mm front, 1,456 mm rear). This has resulted in improved vehicle dynamics. Comfort was enhanced in parallel.

### **Improved directional stability**

In front, Volkswagen has integrated a completely redesigned MacPherson strut type suspension in the Polo. The front wheels were moved five millimetres forward to achieve a greater caster angle, and this offers greater directional stability. Furthermore, new strut bushes are used on the Polo; on the one hand they are lighter, and they also improve ride comfort. Larger wheels can now be used as well, and this further improves comfort. At the same time, these wheels have a positive effect on driving performance.

### **ESP enhances safety as standard equipment**

The Polo is being offered with standard electronic stabilization program (ESP), including Hill Start Assist, Antilock Braking System (ABS), Brake Assist, Anti-Slip Regulation (ASR), Electronic Differential Lock (EDL), engine braking control (MSR) and Electronic Brake-Pressure Distribution (EBD) as standard equipment.

With an eye toward attaining the goal of a five star rating in the EuroNCAP and ANCAP crash test, the steering column – with its continuously variable height and reach adjustment – was completely redeveloped. This redesign led to reduced weight. The standard electro-hydraulic power steering system was taken from the previous model and adapted to the new front suspension kinematics. Engineers developed entirely new tuning of the steering system. Steering feel and responsiveness as well as the centre point – which defines steering feel in the straight-line tracking position – now set new standards.

## The New Polo – Uncompromising Safety Features

### “Trendline” and “Comfortline” equipment levels

Compared to the previous model, Volkswagen has rearranged the line structure of its equipment lines: “Trendline” represents the entry-level variant and “Comfortline” refers to the high-end level.

### POLO TRENDLINE

The Polo Trendline already sports an interior with features that include a number of accents in an elegant high-gloss black. In addition, the Polo Trendline offers extensive safety and convenience features. Take active safety, for example: besides ABS standard on-board features also include the electronic stabilization program (ESP) including Hill Start Assist.

And passive safety: In addition to front, side and curtain airbags, the Polo also offers five head restraints, five three-point seatbelts (height-adjustable in front), belt tensioners and belt force limiters in front. The front head restraints were also designed to counteract the risk of whiplash injury.

Consider these convenience features: Standard equipment includes electro-hydraulic power steering, power windows in front, remote central locking, cargo area lighting and load restraining hooks, warning buzzer if lights are left on, height adjustment for driver’s seat and vanity mirrors in the sun visors. Meanwhile, black cloth fabric give the interior a perceptibly high-end ambiance.

## POLO COMFORTLINE

Outward identifying characteristics of the Polo Comfortline include 5 doors, chrome grille highlights, H7 dual headlights and 15-inch alloy wheels. On the convenience side, the range of standard equipment is complemented by such features as cruise control, multifunction steering wheel with multifunction display, passenger reading lights and additional height adjustment on front passenger's seat. Other standard features are various interior accents in aluminium look (instruments, air vents, rotary light switch, radio and climate system controls), storage pockets on front seatbacks, a height adjustable front centre arrest with storage compartment and illuminated driver and passenger vanity mirrors. Inside, the Polo Comfortline features black comfort cloth upholstery.

## POLO TRENDLINE –

### OVERVIEW OF STANDARD EQUIPMENT (EXCERPT)

#### Exterior and wheels

- 3-door body style
- Turn signal lights laterally integrated in outside mirrors
- Roof post trim, high-gloss
- Galvanized body
- Radiator grille and air intake screen in black
- Steel wheels, 5 J x 14, with full wheel covers, tyres 175/70 R 14
- Bumpers in car colour

#### Interior

- Storage bins in all doors (space for 1.5 litre bottles in front)
- Foamed instrument panel
- Cup holder in rear
- Driver's seat, height adjustable
- 4 roof-mounted grab handles, damped
- Cargo area cover
- Split folding rear bench seat
- Fabric seat covers
- 12-V accessory socket in centre console
- Load restraining hooks in cargo area

### **Safety**

- Airbag for driver and front passenger
- Side airbag for driver and front passenger
- Curtain airbags in front and rear
- Three-point automatic safety belts in front with height adjustment and belt tensioners
- 3 three-point automatic safety belts in rear
- Electronic stabilization program (ESP) incl. anti-lock braking system (ABS) with braking assistant, anti-slip regulation (ASR), electronic limited-slip differential (EDS) and engine braking control (MSR)
- Safety-optimized head restraints, front
- 3 head restraints, rear
- Electronic engine immobilizer

### **Convenience**

- Outside mirrors, power adjustable and heated
- Hill Start Assist
- Power windows, front
- Cargo area lighting
- Glove box with cooling feature
- Rear window wiper with intermittent adjustment at switch
- Semi-automatic air-conditioning system including dust and pollen filter
- Interior lighting in front with shutoff delay and contact switches at all doors
- Instrument backlighting in white, dimmable; red night design for switches

- Instrument cluster with electronic speedometer, odometer and trip odometer, tachometer
- Convenience turn signal (1 press = 3 flashes)
- Steering column, height and length adjustable
- Vanity mirrors in sun visors
- Power steering, electro-hydraulically controlled
- Full size steel spare wheel
- Warning tone if lights are left on
- Warning tone and indicator lamp if seatbelt in front is unfastened
- Remote Central locking
- Driver's seat height adjustable

## POLO COMFORTLINE –

### EXTRA FEATURES OVER THE TRENDLINE (EXCERPT)

#### Exterior and wheels

- 5-door body style
- Radiator grille black with chrome trim strip
- Alloy wheels, 6 J x 15, tyres 195/55 R 15

#### Interior

- Storage pockets on front seatbacks
- Air vents and gear shift: bezels in brushed chrome
- Parking brake lever knob in brushed chrome
- Instruments with decorative bezels in brushed chrome
- Rotary light switch with brushed chrome bezel
- Centre armrest in front with storage box and fold-out cup holders in rear
- Comfort fabric seat upholstery
- Front passenger seat height adjustable
- Gearshift knob in leather

#### Convenience

- Power windows in all doors
- 2 reading lamps in front, 1 in rear
- Vanity mirror, illuminated, in sun visors
- Child safety locks on rear doors
- Cruise control
- Multi-function leather steering wheel
- Multi-Function Display (MFD)

## OPTIONAL FEATURES

The new Polo can be further individualized by an extensive offering of special options. Besides classic individual features, Volkswagen also offers special equipment packages, in which related features are bundled together.

### **Option packages**

On the Polo Trendline, the following features are combined in the Comfort Package: Automatic climate control air conditioning, automatically dimming interior rear-view mirror, cruise control, front centre armrest, low tyre pressure indicator, Multi-Function Display (MFD) with Multi-Function steering wheel and rain sensing wipers.

The Polo Comfortline can be equipped with three separate option packages – the Comfort Package for Comfortline, the Sport Package and the Audio Package.

The Comfort Package includes an automatic climate control air conditioning, automatically dimming interior rear-view mirror, Low tyre pressure indicator and rain sensing wipers.

Volkswagen can satisfy nearly any wish for information and entertainment in the Polo with the optional Audio Package with Media Device Interface (MDI) and RCD 510 (with 4 x 20 Watt output, six loudspeakers, touchscreen, dual tuner).

The Sport Package offers attractive features such as 17" alloy wheels, dark tinted 65% light absorbing rear side window and rear window glass, lowered sports suspension, front fog lights with static cornering function mounted in the lower bumper and low tyre pressure indicator.

#### **Exterior colours**

Volkswagen offers the Polo in seven different colour options. Four are unicolour paints and two are metallic paints and one colour is a pearl effect paint. An overview of all Polo colours:

- "Candy White"
- "Flash Red"
- "Ocean Blue"
- "Savanna Yellow"
- "Reflex Silver" (metallic paint)
- "Pepper grey" (metallic paint)
- "Deep black" (pearl effect paint)

### The New Polo

6th April 2010

## Volkswagen Polo wins World Car of the Year-Award

### Second victory in a row for the Volkswagen brand

At the New York International Auto Show in Manhattan on 1st April 2010 the Volkswagen Polo was declared the 2010 World Car of the Year.

Merit, value, safety, environment, significance and emotional appeal are the criteria for the World Car of the Year. Already in 2009, a Volkswagen model ranked the highest: the Golf. This year the top three contenders for World Car of the Year title were, in alphabetical order, the Mercedes-Benz E-Class, the Toyota Prius and the Volkswagen Polo.

"We're honoured that the Volkswagen Polo was chosen by this distinguished group of jurors," said Prof. Dr. Martin Winterkorn, Chairman of the Board of Management of Volkswagen AG. "After the great triumph of the Golf last year, we are delighted to repeat this success with the new Polo. These automobiles have reaped numerous awards, winning wellnigh every prize the automotive industry has to award. This shows Volkswagen is on the right track and is offering arguably the best range of products in its history."

The award was received in New York City on Thursday morning by Walter de Silva, head of design Volkswagen Group. "The new Volkswagen Polo generation fascinates both ways - by its uncomplicated, unique and timeless design plus its high efficiency.

Already more than 230,000 customers worldwide placed their orders."

Now in their seventh year, the annual World Car awards have become one of the world's most prestigious, credible and significant programs of its kind. The majority of the 59 World Car jurors from 25 countries throughout the world chose the Polo from 30 entries. Each juror drives and evaluates new vehicles on a regular basis as part of their on-going full-time professional work. Through their respective outlets they collectively reach an audience of many millions worldwide.

# The New Polo

1st December 2009

## **European Car of the Year 2010: The New Polo is Car of the Year**

**International jury – 59 members from 23 European countries**

**International customers – 130,000 Polos already ordered worldwide**

**The new Polo is Car of the Year 2010: on 30 November the Car of the Year jury chose the Volkswagen as number 1; this is the crowning achievement of an extraordinary year for the new Polo.**

“The new Polo stands for German engineering craftsmanship and superior cutting edge technology. At the same time it is a fresh, youthful and cosmopolitan car! The fifth generation Polo was designed to address customer expectations with even greater uncompromising alignment. That is why we are naturally very pleased to see our efforts validated in the form of this award,” says Professor Martin Winterkorn, Chairman of the Board of Management, Volkswagen Group.

Selection as Car of the Year is one of the oldest and most esteemed awards in Europe. The best of all new car introductions have been awarded annually since 1964. The last time a Volkswagen won was in 1992: Back then the new third generation Golf emerged victoriously over the Opel Astra and Citroën ZX. In today's competition, 59 jurors from 23 European countries cast their votes. The new Polo won with 347 points, outpacing the Toyota IQ.

Hakan Matson, president of the jury, had this to say at the award ceremony in Madrid: “It was the Polo’s comprehensive safety equipment and its advanced range of engines that impressed us the most. On the Polo BlueMotion Volkswagen was also able to add a very fuel-efficient yet affordable car to its car programme.”

The Polo’s selection as Car of the Year 2010 is the crowning achievement of an extraordinary year for the new Polo after already being named Best Car 2009 by “auto motor sport” magazine and winning the Grüne (“Green”) and the Goldene Lenkrad (“Golden Steering Wheel”) awards by publisher Springer Verlag - as well as the Auto Trophy by “Autozeitung” just a few days ago.

Not only was the award jury impressed by the new Polo. Since its market launch in May of this year, Volkswagen has received over 130,000 orders for the new benchmark car of the compact class. The Polo is available as a dynamic 3-door and comfortable 5-door in Germany.

# The New Polo

27th August 2009

## Five stars for the safest Polo ever

**Euro NCAP and ANCAP confirms optimal protection for occupants and pedestrians**

The new Polo has been subjected to the more stringent Euro NCAP crash tests and received the best possible score of five stars. Volkswagen put together a safety package for the new 5th-generation Polo including optimised body structure, a highly effective belt-and-airbag combination and driver-assist systems. The result is the safest compact car in the world.

During the most recent tests performed by the European New Car Assessment Program (NCAP), the Polo was subjected to a controlled collision with a barrier at a speed of 64 km/h, whereby the passenger cell remained nearly undamaged. The crash dummies testify to the Polo's high scores in the most important categories: occupant protection and child safety. The structurally rigid body, among other things, contributes to this result.

The extreme rigidity of the new Polo was achieved through, among other things, the use of high-strength and ultra high-strength steels in the side structures and footwell. The extremely rigid bumper cross-member in front ensures that impact forces are distributed.

But pedestrian safety is just as important as occupant safety. The requirements for pedestrian safety were already integrated into the developmental work during the design phase of the new Polo.

Consequently, the “harp”, as the newly designed sheet metal behind the front bumper cover is called, provides the deformation space necessary to minimize the severity of leg injuries.

Electronic safety and assistance systems which prevent accidents or avoid severe injuries are also evaluated in the new Euro NCAP procedure. One of the most important assistance systems, the electronic stabilisation programme ESP, is standard in the Polo. Additional standard equipment such as a highly effective belt-and-airbag combination as well as front head restraints which counteract whiplash further improves safety.

# The New Polo

## Pricing

### Models

Polo Trendline 3 Door 5 Speed Manual	\$16,690
Polo Trendline 3 Door 7 Speed DSG	\$19,190
Polo 77TSI Comfortline 5 Door 6 Speed Manual	\$19,850
Polo 77TSI Comfortline 5 Door 7 Speed DSG	\$22,350
Polo 66TDI Comfortline 5 Door 5 Speed Manual	\$22,350
Polo 66TDI Comfortline 5 Door 7 Speed DSG	\$24,850

### Options

Metallic / Pearl Effect Paint	\$500
Anti-theft Alarm System	\$600
Comfort Package – Trendline	\$900
Comfort Package – Comfortline	\$500
Sport Package – Comfortline	\$1,500
Audio Package – Comfortline	\$770
Alcantara/Leatherette upholstery – Comfortline	\$2,300